

**THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL SETTING OF RURAL
COMMUNITIES IN GHANA. “A CASE STUDY OF BOABEG-FIEMA IN THE BRONG
AHAFO REGION”**

By

GEOFFREY DELADEM TAMAKLOE

THESIS

Submitted to
KDI School of Public Policy and Management
in partial fulfillment of the requirements
for the degree of

MASTER OF PUBLIC POLICY

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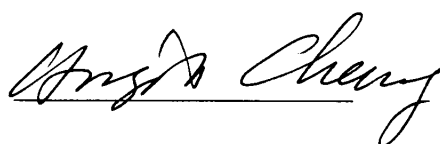
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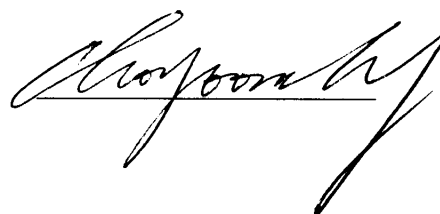
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ABSTRACT

THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL SETTING OF RURAL COMMUNITIES IN GHANA. “A CASE STUDY OF BOABENG-FIEMA IN THE BRONG AHAFO REGION”

By

Geoffrey Deladem Tamakloe

There is the need to analyse and understand the impacts of tourism with an orientation to reducing the negative impacts and reinforcing the positives. In Ghana, adequate economic analysis of tourism has been carried out to determine its contribution to GDP, however, little has been done to assess the socio-cultural impacts of tourism on host communities. In view of this, the study sought to examine the impacts of tourism from the socio-cultural perspective in tourism host communities with specific focus on the Boabeng-Fiema in the Brong Ahafo region of Ghana. Qualitative data obtained from structured questionnaires and in-depth interviews were the main source of input for analyses. The study concluded that the socio-cultural impacts of tourism on host communities are mixed, and that tourism largely affects the socio-cultural setting of local communities. The study recommended that management of the tourism industry must plan policies to reinforce the positive impacts of tourism and try to mitigate the negative impacts with the involvement of host communities so that residents understand tourism industry. It was also recommended the host communities should participate in the decision making process and receive benefits from the industry.

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Finally, I express my sincerest appreciation to every individual who has contributed directly or indirectly to the completion of this dissertation.

DEDICATION

I dedicate this dissertation to my late parents Mr. Geoffrey Kafu Kpormegbe-Tamakloe and Miss. Gladys Irene Adzo Avah for laying a strong foundation for me to build on in pursuit of high education.

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LIST OF ACRONYMS

GHATOF	-	Ghana Tourism Federation
GTB	-	Ghana Tourist Board
GDP	-	Growth Domestic Product
NAFAC	-	National Festival of Arts and Culture
NTDP	-	National Tourism Development Plan
MOT	-	Ministry of Tourism
SET	-	Social Exchange Theory
WTO	-	World Tourism Organization
UNWTO	-	United Nations World Tourism Organization
UNDP	-	United Nations Development Programme
USAID	-	United States Agency for International Development
USIESC	-	United States International Executive Services Corps
PANAFEST	-	Pan African Historical Theatre Festival
SPSS	-	Statistical Product and Service Solutions
SHS	-	Senior High School

CHAPTER ONE

INTRODUCTION

Background to the study

Globally, tourism is ranked second highest revenue-generating industry next to the oil industry. Income from tourism is often much higher than what rural people can earn from agriculture. In view of this, tourism has been accepted willingly in many rural areas and communities irrespective of its negative effects. According to Halder (2007), it is widely recognised that such negative impacts on rural communities have become stronger, and that rural tourism must be planned and managed properly to increase the net benefit to rural people.' Poorly planned tourism can mean that villages are invaded by foreign visitors with different values, disrupting rural culture. The higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbours, resulting in changes in the demographic structure and possible culture shock.

The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or liabilities to communities. Thus, tourism in general has been portrayed conventionally as an agent of change of social norms and moral values. The encounter between tourists and host population causes social change, especially in isolated societies. The impact can be at the community level (crime, prostitution etc.) as well as at the individual and family level through the erosion of traditional norms. Influxes of tourists bring diverse values to the host community and influence behaviours and family lifestyle where individuals and the collective community might try to please tourists or adopt tourist behaviours. Thus, interactions between residents and tourists can impact creative expression by providing new opportunities

(positive) or by stifling individuality.

Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases the demand for historical and cultural exhibits. Illegal activities tend to increase in the relaxed atmosphere of tourist areas. Increased alcoholism and teenage pregnancy can become problems especially in beach communities and areas of high interest to tourists. Lifestyle changes such as alterations in local travel patterns to avoid tourist congestion and the avoidance of downtown shopping can damage a community socially and culturally (Glenn, 2001). The "demonstration effect" of tourists (residents adopting tourists behaviours) and the provision of tourist facilities may alter customs, such as dating habits, especially those of a more structured or traditional culture. The potential of meeting and marrying non-local mates may also create family stress.

In spite of the negative impacts of tourism, it can also improve the quality of life a community by increasing the number of attractions, recreational opportunities, and services. On the economic front, tourism creates employment for local people and opportunities to develop new amenities and recreational facilities that would not otherwise be viable in a community. Tourist expectations can upgrade services provided by local shops, restaurants, and other commerce operators. Tourists' traffic in a community creates opportunity for upgraded fire, police, and medical protection that also benefits residents. Also, tourism offers residents' opportunities to meet interesting people make new friends which foster social cohesion, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living (Glenn, 2001).

Tourism, apart from, becoming the largest and fastest growing industry world-wide, it is also a global highly competitive social, economic, cultural and environmental activity in both developed and developing countries, of which Ghana is no exception. Tourism development has been pursued in Ghana since the 1960's; however, the establishment of the Ministry of Tourism (MOT) in 1993 emphasised governments' commitment to the development of tourism as an economic sector. International tourist arrivals and receipts in Ghana have been increasing substantially since 1982. In 2004, the sector attracted more than 500,000 tourists into the country with the corresponding tourist receipts of 640 million US dollars. In West Africa, Ghana leads its neighbours as the number one tourist destination (Ghana Statistical Service, 2009).

Currently, tourism is Ghana's third largest foreign exchange earner, after gold and cocoa, receiving 931,224 international arrivals with a corresponding US\$ 1,875.0 million in foreign exchange receipts in 2010 (more than triple the amount eight years before). Current trends suggest that tourism may surpass cocoa in a few years and, given tourism's current 12 percent growth rate, it has the potential to become Ghana's top foreign exchange earner (Ghana Statistical Service, 2009).

Against this background, the study sought to evaluate the socio-cultural impacts of tourism on host communities with Boabeng-Fiema in the Brong-Ahafo Region of Ghana as a case study. Boabeng-Fiema is located in the North Nkoranza District of the Brong-Ahafo region of Ghana, while the well-known Boabeng-Fiema Monkey Sanctuary is located 22km north of Nkoranza. The district has a population of 127,384 (Ghana Statistical Service, 2002).

Statement of the problem

For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed (Allen et al., 1988). One important reason to study the socio-cultural impacts of tourism is that they influence the local communities' perceptions of tourism. Whether or not they have a welcoming attitude, for instance, might become an important factor in determining success or failure in terms of attracting or retaining more customers to the destination (Daye, 1997). The ability to define and quantify the various socio-cultural impacts of tourism on the local communities helps to create effective strategies that avoid potential conflicts between guest and host (Daye, 1997; Brunt & Courtney, 1999).

It is well recognised that tourism development generates both negative and positive impacts on the host tourism area; therefore, there is the need to analyse and understand the impacts of tourism with an orientation to reducing the negative impacts and reinforcing the positive ones. In Ghana, adequate economic analysis of tourism has been carried out to determine its contribution to GDP, however, little has been done to assess the socio-cultural impacts of tourism on host communities. Thus, few studies have examined the socio-cultural impacts of tourism on host communities. Against this limitation, the study sought to empirically assess the impacts of tourism from the socio-cultural perspective in host communities with specific focus on Boabeng-Fiema in the Brong Ahafo region of Ghana.

Objectives of the study

The main objective of the study was to examine the impacts of tourism on the socio-cultural setting of rural communities in Ghana. Specifically, the study sought to:

- Examine the perception of the local people (of Boabeng-Fiema) hold about tourism;
- Stimulate awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism
- Recommend some measures that could be helpful to policymakers promote as well as conserve the identity/values of the rural communities in Ghana.

Research questions

In relation to the stated objectives of the study, answers to the following research questions were sought:

- What perception do the people of Boabeng-Fiema hold on tourism?
- What impact does tourism has on the socio-cultural setting of the residents of Boabeng-Fiema?
- What is the awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism?
- What measures could be helpful to policymakers promote and conserve the identity/values of the rural communities in Ghana?

Hypothesis

The following hypotheses were further tested in support of the study's objectives and research questions.

H₀: There is no significant effect of tourism on the socio-cultural setting of local people

H₁: There is significant effect of tourism on the socio-cultural setting of local people

In testing the hypothesis, the multiple linear regression analysis was performed. The extent to which tourism affects the socio-cultural setting of local people was used as the dependent variable, while the following independent variables were used to predict the dependent variable: tourism makes local people appreciate their way of life, local people change their normal behaviour to please tourists, and local people's dress code tends to follow that of tourists (adopting the dress code of tourists).

However, before the regression analysis, a multi-collinearity test was conducted to determine if the independent variables were highly correlated or not. The result of the multi-collinearity test showed that the correlation between the independent variables was not so high. Correlation coefficients less than 0.70 were obtained since coefficients higher than 0.70 suggest the possibility of multi-collinearity. It must further be noted that 91.2 percent of the variations in the extent to which tourism affects the socio-cultural setting of local people has been explained by the independent variables from the regression results.

Specifically, the results of the regression analysis shown that tourism has no effect on the dress code of local people ($r=0.000$, $p=0.983$). That is tourism has no effect on local people adopting the dress code of tourists. However, it was found that tourism ($b=0.128$, $p=0.000$) makes local people appreciate their way of life. Also noted from the findings was that tourism significantly ($b= 0.851$, $p=0.00$) affects the behaviour of local people towards tourists. In other words, tourism makes local people to change their normal behaviour to please tourists. Based on the results from the regression analysis above, it can be concluded that tourism significantly affects the socio-cultural setting of local people

Scope of the study

The study is delimited to the impacts of tourism on local communities from the socio-cultural perspective. In other words, areas such as economic and environmental impacts of tourism on local communities were beyond the scope of this study since research has mainly focused on economic and, to a lesser extent, environmental impacts (Hede, 2007). To obtain a balance response, it would have been prudent to involve foreign tourists in this study. However, due to limited resources and time, the study's participants were limited to residents of the community and government officials of the three regulatory bodies (Ministry of Tourism, Ghana Tourist Board, and Ghana Tourism Federation) in charge of the development and promotion of tourism in the country.

Significance of the study

Tourists' activities affect the people of the host communities as a result of their direct and indirect associations with them. The social and cultural impacts of tourism are reflected in the ways in which tourism contributes to changes in the value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies, and community organisation. Several literatures have assessed tourism from most especially in relation to its economic impact. However, little empirical studies exist on the impacts of tourism on the socio-cultural setting of host communities which is the core objective of this study.

The study would help review suitable tourism development strategies for tourism administrators to managing the effect of tourism on host communities and also provides information on the awareness and understanding of conducting periodic assessment of socio-

cultural impacts of tourism as well as the effectiveness of policies to conserve local cultures. Thus, information from this study would be essential for making informed decisions on planning, monitoring, marketing and evaluating programmes and activities of tourism at district, regional and national levels.

At the community level, it is expected that this study would highlight the extent to which tourism is eroding local culture while presenting appropriate strategies that could be adopted to preserve and promote the values and identities of the local people. On the academic front, the study would add to the non-existing stock of literature on the socio-cultural setting of rural communities with tourism orientation.

Organisation of the study

The study was structured into five main chapters. The first chapter provides an introduction which covered the background to the study, statement of the problem, objectives of the study, research questions, significance of the study, and scope of the study. Chapter two reviews related literature on impacts of tourism on the socio-cultural setting of rural communities from the empirical and theoretical perspective. The third provides an in-depth explanation of the methodology of the study. It describes the study area, research design, study population, sampling technique and procedure, sources of data, instrumentation and methods of data analysis. Four presents the results and discussion of the findings while Chapter Five focuses on the summary, conclusions, and recommendations for policy making and direction for future research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

The chapter reviews literature related to the impacts of tourism on the socio-cultural setting of rural communities with a focus on what other scholars, researchers and theorists have said and done around the study topic. In other words, the review of literature is performed from the theoretical and empirical perspective. Major topics discussed under the chapter include: theoretical framework: the social exchange theory; a background to tourism; general impact of tourism on host communities; socio-cultural impact of tourism; tourism demand in Ghana and institution building; empirical studies on socio-cultural impacts of tourism on host communities; and the historical background of the Boabeng-Fiema monkey sanctuary.

Theoretical framework: Social Exchange Theory (SET)

There are several major theoretical approaches to explain the impact of tourism on residents. The pioneer models were Doxey's (1975) irritindex model and Butler's tourism area life cycle model (Butler, 1980). However, this study adopts the Social Exchange Theory as the theoretical framework. Social Exchange Theory (SET) is a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between parties. SET is based on the principle that human beings are reward-seeking and punishment avoiding and that people are motivated to action by the expectation of profits (Skidmore, 1975). SET assumes that social relations involve exchange of resources among groups seeking mutual benefits from exchange relationships.

The primary motive of exchange is the improvement of the community's economic benefits (Ap, 1992). SET has a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between people in society. SET theorists argue that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. Thus, the theory is concerned with understanding the exchange of resources between parties in an interaction situation where the objects offered for exchange have value, are measurable, and there is mutual dispensation of rewards and costs between actors (Ap, 1992; Madrigal, 1995).

There are a number of factors influencing resident's attitudes towards tourism development related to its social and cultural implications that have not been examined using social exchange theory. The study adopts SET as its theoretical framework because it includes influential factors such as social values, norms and beliefs. Social Exchange Theory (SET) theory has been adapted widely by tourism researchers since the 1990s. For example, in a study of rural resident perceptions of tourism impacts of development in Colorado, support for additional tourism development was positively or negatively related to the perceived positive or negative impacts of tourism. Support for additional tourism development was also negatively related to the perceived future of the community (Purdue et al., 1990). Other researchers used a social exchange process model as a theoretical basis for some understanding of why residents perceive tourism impacts positively or negatively.

Critiques of the Social-Exchange Theory

Miller (2005) outlines several major objections to or problems with the social exchange theory as developed from early seminal works:

- The theory reduces human interaction to a purely rational process that arises from economic theory
- The theory favours openness as it was developed in the 1970s when ideas of freedom and openness were preferred, but there may be times when openness is not the best option in a relationship
- The theory assumes that the ultimate goal of a relationship is intimacy when this might not always be the case
- The theory places relationships in a linear structure, when some relationships might skip steps or go backwards in terms of intimacy.

The theory is also strongly seated in an individualist mindset, which may limit its application in and description of collectivist cultures.

Background to tourism

Tourism is often viewed as an expression of human behaviour (Kim, 2002). Harrill and Potts (2003, p. 233) believed that “tourism is an invisible industry, encompassing transportation, lodging, and entertainment. Przeclawski (1986) also described tourism as the set of ideas, theories, or ideologies for being a tourist, and that it is the behaviour of people in tourist roles, when these ideas are put into practice. Once a community becomes a destination, the lives of residents in the community are affected by tourism, and the support of the residents is essential for the development, planning, successful operation and sustainability of tourism (Kim, 2002). Therefore, the quality of life of the residents should be a major concern for community leaders.

Thus, tourism is a complex industry. It provides employment opportunities and tax revenues and supports economic diversity. It has very different impacts, both positive and

negative, or even mixed ones and comes in many shapes and forms such as social, cultural, economic, and environmental (Godfrey & Clarke, 2000). Tourism has been a source of social-economic change in many developing countries. According to the World Tourism Organization (2009), tourism is one of the world's fastest growing industries and one of the global engines of development. As one of the largest industry in the world, tourism employs 192.3 million workers. Bill Gates of Microsoft identified tourism as one of the major growing industries for the next century, along with education and health. International tourism arrivals will grow by an estimated 4.3 percent per year and spending will grow by an estimated 6.7 percent per year, providing communities and tourism interests with both a problem of managing such growth and the possibility of sustainable economic development.

Mobility, disposable income, communication technologies and more discretionary time have all contributed to the diversification of tourism (Wearing, 2001). In general, people have more opportunities to travel away from their daily routine. In 2005, tourism generated around US\$ 735 billion (UNWTO, 2007) which is most often attributed to mass tourism.

From a historical perspective, early planning of tourism focused on the economic benefits with little regard to the socio-cultural or environmental impacts. During the 1960's and 70's the prevalent thinking was that tourism was a clean industry with no fumes or pollution and had an economic multiplier effect to drive high employment. This attitude was soon challenged and the ideal of tourism for producing high foreign exchange earnings were negated by the tourism related jobs that were seasonal and low paying in nature among others. This led to the 1990's where tourism policy makers and development agencies began to evaluate the economic, social, cultural, and political sustainability of tourism.

General impact of tourism on host communities

A goal of developing the tourism in a community is maximising the net benefit of tourism for the local people while minimising potential negative impacts. First, it is essential to identify the possible impacts. Tourism researchers have identified a large number of impacts. The impacts have been categorized into seven main areas as observed by Glenn (2001):

- Economic
- Environmental
- Social and cultural
- Crowding and congestion
- Services
- Taxes
- Community attitude

Each category includes positive and negative impacts. Not all impacts are applicable to every community because conditions or resources differ. Community and tourism administrators must balance an array of impacts that may either improve or negatively affect communities and their residents. The planning and marketing of tourism have been primarily oriented towards the needs of the tourist, but this planning should include efforts to manage the welfare of the host population. If unmanaged, these impacts can result in the disruption or destruction of local cultures and values and the deterioration of the social fabric of the host community (Kim, 2002).

Considering the main objective of the study, which is to examine the impacts of tourism on the socio-cultural setting of rural communities, the literature would focus more on the socio-cultural impacts of tourism.

Socio-cultural impact of tourism on host communities

The socio-cultural impacts of tourism described in this section are the effects on host community's interaction of direct and indirect relations with tourists. For a variety of reasons, host communities are often the weaker party in interactions with their guests and service providers, hence there is the need to leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

According to Brunt and Courtney (1999), socio-cultural impacts refers to the changes in the norms and values of the society that are more apparent in the short term but lead to longer terms and gradual change in a society's values, beliefs, and cultural practices. Murphy (1985) further describes social impacts as more immediate changes in the social structure of a community and adjustments to the destination's economy and industry while cultural impacts are more long-term changes in a society's norms and standards, which will gradually emerge in a community's social relationships and artifacts. Thus, socio-cultural impacts arise when tourism brings changes in value systems, behaviour, norms, lifestyle among others threatening indigenous identity. This change is exacerbated by tourists who demand instant local cultural products.

There is some concern that tourism development may lead to tourism dominated communities losing their cultural identity by catering for the perceived needs of tourists particularly from abroad. This is based on the observations of other "destinations" having compromised their sense of identity. The extent to which socio-cultural impacts of tourism are experienced by host communities depends on a number of factors which includes: the number and type of tourists; cohesiveness of the community; dependence on tourism; the nature and pace

of tourism development in the area; as well as the socio-economic and cultural conditions of the host communities as observed by Ratz(2003). In other words, tourism has the power to affect cultural change.

While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture. As indicated earlier, tourism impacts could be both positive and negative for host communities. An evaluation of these impacts is discussed as follows:

Negative socio-cultural impacts of tourism

Negative socio-cultural impact of tourism is a change or loss of indigenous identity or value. Tourism can cause change or loss of local identity and values by:

- Commoditisation
- Standardisation
- Loss of authenticity / staged authenticity
- Adaptation to tourist demands

Commoditisation

Tourism can turn local cultures into commodities where religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity". Once a destination is sold as a tourism product

and the tourists demand for souvenirs, arts, entertainment and other commodities, this begins to exert influence and basic changes in human values may occur.

Standardisation

Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, among others must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things or experience. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.

Loss of authenticity / staged authenticity

Adapting cultural expressions to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity". As long as tourists just want a glimpse of the local atmosphere, a quick glance at local life, without any knowledge or even interest, staging will be inevitable. Lickorish and Jenkins (1997) observed that tourists are sometimes presented with a commercialised and stylised presentation of a destination's cultural identity, which may lack authenticity. This is currently happening in parts of South America for example. The native Indians have become mercenary, changing their traditional dances for the tourists' benefit.

Adaptation to tourist demands

Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes. While the

interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commoditisation of cultural goods.

Getz (1990) noted that many authors have worries about the negative influence of tourism on traditional cultures. These effects are often most visible in the area of cultural productions such as rituals, music, dance, and festivals. Residents of destination areas quickly learn that culture can be a commodity for which tourists will pay a great amount, resulting in either the transformation of occasional, sometimes sacred events into regular performances. What also occurs is the modification of rituals into forms of entertainment that are easier to perform or to please the audiences more. "In both cases, the rewards become monetary and divorced from their cultural meanings" (Getz, 1990, p.60). Thus, the socio-cultural impacts of tourism have been detrimental to the host population in terms of:

- Deliberate creation of "fun-filled culture" and in some instances transforming temple ceremonies, observances, musical dances and offerings into various kinds of floor shows for foreign tourists.
- Adaptation of local culture to meet the tourists' mistaken expectations
- Commercialisation of traditional activities and cultural exploitation.
- Modifications of consumption patterns
- Loss of traditional atmosphere increased congestion and disturbance of religious values and services.

Positive socio-cultural impacts of tourism

In spite of the negative socio-cultural impacts of tourism on host communities, tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. A discussion of the positive socio-cultural impacts of tourism is presented as follows:

- Tourism as a force for peace
- Strengthening communities
- Revaluation of culture and traditions
- Encourages civic involvement and pride

Tourism as a force for peace

Travelling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between people and cultures and provide cultural exchange between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy, understanding, respect of their cultures and eventually reduce their prejudices.

Strengthening communities

Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators. These events are often rejuvenated and developed in response to tourist interest and unite communities towards their development.

Revaluation of culture and traditions

Tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

Encourages civic involvement and pride

Tourism also helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity.

Travis (1984) also classifies socio-cultural costs and benefits to host communities. The benefits being cultural development (modernisation) and exchange, social change and choice, improved image of host community, improved public health, social and amenity improvements, education and conservation, positive cultural interchange and political modifications. The costs include, host culture destruction and debasement, social instability, consumerism, changes in the law and social order, commercialised host visitor relationships, changes in traditional values and political destabilisation.

Empirical studies on socio-cultural impacts of tourism on host communities

The section reviews literature from the empirical perspective. Thus, the section reviews literature relating to studies on what other researchers have done in relation to the socio-cultural impacts of tourism on host communities.

A survey by Alhasanat (2010) in Petra on the socio cultural impacts of tourism on the local community at Petra, Jordan found that attitudes varied according to people's level of dependency on tourism and certain demographic variables. Interestingly, it was found that less educated people have a more positive perception of tourism than those who are more highly educated and that there are positive socio cultural impacts of tourism on the Petraians. Alhasanat also found out that benefits of tourism at Petra far exceed its negative consequences.

In Southern Australia, for example, a case-study was carried out to determine the effect of tourism on two villages and the results indicated that tourism had led to increased contact between the people of the two villages with different ethnicity and resulted in the breakdown of the ethnic boundaries that had remained virtually unchanged for over 1,000 years prior to the advent of tourism.

Two studies (Michaud, Maranda et al., 1994; Borman 1999) highlight the role of tourism in providing young people with the incentive to learn about traditional culture so as to partake in tourism activities. Surprising the outcomes common to the two studies was the role of tourism in stimulating either a resurgence of interest or a strengthening of a village's commitment to traditional practices. According to Hatton (1999), women have assumed defining and controlling positions in relation to tourism development within their villages. This is a reflection of the endemic cultural and historical circumstances of the village communities as well as the belief that women in these communities were more reliable and paid more attention to details than their male counterparts. The interest of tourists in village culture has also reinforced the value of this culture for young people within the village communities. Some of the negative outcomes of tourism development for young people in village communities are the demonstration effect of the tourist's lifestyles on the aspirations of young people and the corresponding rise in begging by

young people. Communities who had confronted and overcome these problems had set clear guidelines for tourists and tour companies to follow when coming to their village.

Tourism demand in Ghana and institution building

International tourist arrivals and receipts have been increasing substantially since 1982. In 2004, the sector attracted more than 500,000 tourists into the country with the corresponding tourist receipts of 640 million US dollars. In West Africa, Ghana leads its neighbours as the number one tourist destination. Tourism is the third largest foreign exchange earner after cocoa, gold and remittances from abroad. The growth of tourism in Ghana is a result of the political stability, as well as social, economic and technological changes that have taken place in the country. It is also due to the hosting of important events like Pan African Historical Theater Festival (PANAFEST), Emancipation Day Celebrations, National Festival of Arts and Culture (NAFAC), among others (Ghana Statistical Service, 2009).

The first indication of government interest in developing the tourism sector was a feasibility study conducted in 1970 on the development of tourists attractions within the five-year development plan, 1972-1976 (Obuan Committee, 1972). Following the study, the Ghana Tourist Board (GTB) was established in 1973 to implement national tourism policies and coordinate tourism activities. GTB was charged with the responsibility to regulate accommodation, catering, travel, transport, and charter operations through registration, inspection, licensing, classification, and enforcement of decisions or regulations. GTB was also charged with the responsibility to promote and market tourism both in Ghana and abroad, to conduct studies and research into trends in the tourism industry at home and abroad to aid decision and policy

making, to promote the development of tourists facilities, and to carry out any function that might be conferred on it by legislative instruments (GTB, 1998).

In view of the financial and technical constraints on GTB necessitated more studies and evaluation of Ghana's tourism potential by international development organizations such as the United Nations Development Programme (UNDP), the United States Agency for International Development (USAID), and the United States International Executive Services Corps (USIESC) in the mid 1970s. All the studies and evaluations indicated that Ghana had great potential for tourism development. Consequently, the Ministry of Tourism (MOT) was established in 1993 to formulate policies and plan for the development and promotion of domestic, regional, and international tourism. In 1995, MOT, with assistance from UNDP and the World Tourism Organisation (WTO), now known as UNWTO, prepared and introduced a 15-year National Tourism Development Plan (NTDP, 1996-2010) to stimulate growth and development of the tourism industry (GTB, 1995).

In other words, as part of efforts to enhance tourism in Ghana, three regulatory bodies have been established. These are the Ministry of Tourism, Ghana Tourist Board and the Ghana Tourism Federation. A director at the Ministry of Tourism in a media briefing indicated that tourism could be used as a tool for the preservation and conservation of the country's natural and monumental resources therefore, under the new policy the various assemblies (Districts, Municipal and Metropolitans) would be given the sole mandate to manage tourism products in their areas (*Ghana News Agency*, 28 March, 2009).

Historical background of the Boabeng-Fieman monkey sanctuary

Boabeng-Fiema Monkey Sanctuary is one of Ghana's most famous examples of traditional African conservation. The sanctuary is nestled in between the two villages of Boabeng-Fiema; and it is home to over 200 Geoffrey's Pied Columbus and 500 Campbell's Mona Monkeys. For more than 150 years the people of Boabeng- Fiema have considered the monkeys sacred. The traditional beliefs in both communities prohibit physical harm to the monkeys. The two communities came together in 1975 to pass a local law to prohibit harming of the monkeys. A local folklore has it that a hunter, who once lived in Boabeng, came into contact with a spirit being called Dawuro sometime around 1842. In the course of the relationship he went to the forest one day and saw five monkeys gathered around a pot covered with calico. The hunter was mesmerised and could not shoot them. When he consulted Dawuro, he was told to treat the monkeys as relatives. Dawuro asked the hunter to take the calico home and when he did that the monkeys followed him home. With time, the number of the monkeys increased and the fortunes of the hunter also increased. The hunter attributed his improved material condition to his association with the monkeys and this led to a symbiotic relationship that has persisted to this day. Any monkey that died was buried and funeral rites held for it just as human beings. Another settler came to settle in nearby Fiema. He was also in contact with a spirit being called Abodwo. Because the spirit beings lived as neighbours they got married, according to the folklore. The physical representations of the marriage were the monkeys. Dawuro is said to have given some of the monkeys to Abodwo to take them as its sons.

However, according to the traditional laws of the area, whoever kills a monkey suffers a calamity. The story is told of a man, who killed a monkey in the 18th century and all his relatives died one after the other soon after. The rule also requires that anyone who kills a monkey

accidentally should report. People of Boabeng-Fiema observe Fridays as special days for the monkeys and do not go to the farm. In the two villages monkeys are seen playing with children. They jump from roof to roof without any apprehension. Boabeng-Fiema is a place where every Ghanaian and every tourist ought to visit. It is a place where monkeys live happily together with human beings (Asomaning, 2003).

CHAPTER THREE

METHODOLOGY

Introduction

The methodology section describes the basic research plan for the study. This chapter explains exactly how the study was conducted. It describes the study area, research design, study population, sampling technique and procedure, sources of data, instrumentation, pre-test, field work and methods of data analysis.

Study area

The study area was Boabeng-Fieman. Boabeng-Fieman, is one of the major attractions of the Brong Ahafo Region, located 22km north of Nkoranza. Thus, Boabeng-Fiema is located near Techiman of the Nkoranza District in the Brong-Ahafo region of Ghana. It is 20 minutes drive from Nkoranza by trotro (Mini buses) or cab. The community has an average population of 1,800 with basic social amenities like electricity, portable water, and schools (Basic). However, there is no access to health care facilities in the community.

Study design

The success of every research is dependent on the research design employed. Every component of the research methodology is informed by the design. The value of, and need for, objective, methodologically sound research is undeniable (Polit & Hungler, 1991). Only through sound research designs can threats to validity be eliminated and, also draw scientifically valid conclusions to inform practice. The design for this study was a combination of both qualitative and quantitative research designs. Quantitative research is defined as "the numerical

representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect," while qualitative research is "the non-numerical examination and interpretation of observations, for the purpose of discovering underlying meanings and patterns of relationships"(Crotty, 1998, p. 23).

Reviewing these definitions of what is meant by quantitative versus qualitative research helps identify the reasons for the primarily separate use of each method and the continuing debate among researchers concerning the relative value of each approach. The arguments can be complicated and often are philosophical. Although the use of a single methodology has been advocated by a number of researchers, many of the supporting arguments are decidedly pragmatic, such as time constraints (Creswell, 1994).

The crucial aspect in justifying a mixed methodology research design is that both single methodology approaches (qualitative only and quantitative only) have strengths and weaknesses. Jayaratne (1993) indicates that a researcher should aim to achieve the situation where blending qualitative and quantitative methods of research can produce a final product, where the significant contributions of both approaches can be highlighted. Though some researchers believe that qualitative and quantitative methodologies cannot be combined because the assumptions underlying each tradition are so vastly different, others think they can be used in combination only by alternating between methods where qualitative research is appropriate to answer certain kinds of questions in certain conditions and quantitative is right for others.

Snyder (1995) notes employing both qualitative and quantitative approaches in a study offers three main advantages. Firstly, the mixed method increases the comprehensiveness of overall findings, by showing how qualitative data provides explanations for statistical data. Secondly, the method can expand the dimensions of the research topic. Thirdly, the method can

increase the methodological rigour as findings in both phases could be checked for consistency.

Using a mixed method approach could greatly enhance our understanding of the socio-cultural impacts of tourism on host communities with Boabeng-Fiema in the Brong Ahafo Region of Ghana as a case study. It was against this background of the advantages of which both qualitative and quantitative research methods offer that this study used both methods.

Sources of data

Both primary and secondary sources of data were used in gathering the relevant data for the study. Primary data was obtained through structured questionnaires and in-depth interviews. Secondary data was obtained from reviewing literatures on multi-culture interaction and management, globalization and cultural infusion, the constitution of Ghana, Acts, Regulations, tourism and cultural policies, books and articles relevant to the subject. These multiple sources of data offered the researcher the opportunity of viewing the study from its many facets. This advantage was of particular interest to the study as it is noted in the literature that multiple sources of evidence provide for better case studies (Gross, 1971; Yin et al., 1983).

Study population

A cross section of the people of Boabeng-Fiema which include educationists, traditional and local authorities, churches, parents, taxi drivers, petty traders, students, focus groups, tourism service providers and workers including farmers responded to the study. Government officials from the three regulatory bodies of the tourism industry thus, the Ministry of Tourism, Ghana Tourist Board, and the Ghana Tourism Federation also responded to the study.

Sampling techniques

Officials of the Ministry of Tourism (MOT), the Ghana Tourist Board (GTB) and the Ghana Tourism Federation (GHATOF) were purposively selected to respond to the study. According to Seidu (2006), purposive sampling helps to select only those variables that relate to the objectives of the study. In other words, the purposive sampling technique was used to select Government officials as it allows using ones judgment to select cases that will best enable the researcher get appropriate answers in relation to awareness creation and understanding of conducting periodic assessment of socio-cultural impacts of tourism and the effectiveness of tourism policies to conserve local cultures as further observed by Saunders, Lewis and Thornhill (2007). On the other hand, the simple random sampling technique was used to select local people of Boabeng-Fiema in responding to the study. This gave each person within the study population an equal chance of being part of the sample. In all, 200 local people (residents) and six government officials participate in the study. Also, a sample size of 18 is considered for the purposive sampling in relation to Crouch (2006) suggestion that in the case of qualitative research, thus for interview-based research, small samples of less than 20, enhances the validity of fine-grained and in-depth inquiry. Margarete (1995) also indicated that if the survey sample size falls below 30, the reliability will be low. Therefore, a researcher should always aim at having at least samples by obtaining more referrals in case some of those approached do not participate. In relation to Margarete, Castillo and Crouch deductions, the study considered a total sample size of 264 to be adequate for the study to help generate valid conclusions.

Instrumentation

Primary data for the study was obtained using a set of questionnaires or structured interviews with the objective of generalizing from the sample to the population to determine attitudes and opinions and to help understand and predict behavior (Baker, 2001; Mokhlis, 2006).

Questionnaire

Questionnaire (See Appendix A) was used to elicit information regarding the impact of tourism on the socio-cultural setting of the study population. The questionnaire was structured into five themes, where each theme was designed in relation to the research questions. The first section collects some demographic characteristics of the respondents including age, gender, marital status, educational background among others.

The second section was structured around a four point Likert scale. Meaning that, each statement was situated on a four point-scale with 1 representing a response of “Strongly Disagree” and 4 representing “Strongly Agree”. This section asked questions in relation to the perception of the local people on tourism. The third section of the questionnaire was also structured using a four-point Likert scale with 1 also representing a response of “Strongly Disagree” and 4 representing “Strongly Agree”. In this section, respondents were given 8 variables in relation to the impacts tourism has on local people’s value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions and traditional ceremonies. The fourth section investigated respondents’ awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism while the fifth examined respondents’ views on the effectiveness of tourism policies in conserving local

culture. The questionnaire ended by inviting suggestions as to how the values and identity of local communities can be promoted and conserved.

The questionnaire used both opened and closed-ended questions with open-ended questions being the majority making data analysis and interpretation easy. The questionnaires were administered through face-to-face interviews with respondents since majority of the respondents were illiterates and could not read nor write. The face-to-face administering of the questionnaire also granted the opportunity for probing further.

Interview

An interview guide (See Appendix B) was used to elicit stakeholders' views and opinions on the study topic. Government officials from the Ministry of Tourism (MOT) including the Minister of Tourism, the Director of Policy Planning, Monitoring and Evaluation and the Deputy Director of Research, Statistics and Information at the ministry participated in the interview. Also, the Executive Director and the Marketing Manager of the Ghana Tourist Board and two officials from the Ghana Tourism Federation participated in the interview. Thus, in all, six interviews were conducted with officials from the three regulatory bodies with the mandate of enhancing tourism in Ghana.

To avoid the challenges often associated with in-depth interviews, attempts were made to ensure that interviewees were comfortable and appear interested in what they were saying by creating a very good rapport. Effective interview techniques such as using appropriate body languages and keeping personal opinions in check were also employed. Both notes taking and audiotape recording were used during the interview with the permission of all respondents to aid in the data analysis. Prior to the interview, the purpose of the interview was explained to the

interviewees and why they have been chosen. Each interview averagely lasted between forty and forty five minutes. This helped eliminate the boredom often associated with long interviews.

Pre-testing

Improving the accuracy of a survey instrument forms the backbone of survey validity. Therefore, thoroughly examination of survey instruments cannot be overlooked. In view of this, the questionnaire and interview guide were pre-tested with the study population for proper construction and constituency as recommended by Cunningham (1986) before using it in the main data collection. Bryman and Bell (2003) suggested that a multiple-item measure in which each answers to each question are aggregated to form an overall score, one needs to be sure that all the indicators are related to each other. In this direction, since a section of the questionnaire used likert scale, a reliability test was conducted to determine the internal consistency of the variables using Cronbach alpha. A coefficient of 0.85 was obtained indicating internal consistency as Cronbach alpha results of 0.7 and above implies an acceptable level of internal reliability.

The pilot study identified the most appropriate data collection and analysis techniques for the study while the strengths, weakness and limitations of each technique was noted, modified and developed to produce a more effective research design and strategy for the main research. Also, pretesting of the survey instruments help developed and improved the interview questions, avoid repetition and identified issues to be investigated.

Ethical consideration

According to Heermance (1924), practices are ethical if, in the long run, they make for the well-being of the human species and for normal human relations. If there is friction and

social loss, it is a sign of unethical conditions. The policy of voluntary participation was strictly adhered to throughout this research. All participants who attended the interviews and responded to the survey questionnaires were informed of the purpose of the research, how information and data collected would be handled and treated with high confidentiality, and that individual information would be kept once the data is collated. In the same way, as the participants decide to participate, they were free to withdraw and to discontinue participation at any time. That is to say, respondents were also advised that they could withdraw from the study even during the process. With this, the participants were not forced to participate in the research.

Thus, as this study required the participation of human respondents, certain ethical issues were addressed. The consideration of these ethical issues was necessary for the purpose of ensuring the privacy as well as the safety of the participants. Among the significant ethical issues that were considered in the research process include consent and confidentiality. In order to secure the consent of the selected participants, the researcher relayed all important details of the study, including its aims and purpose.

By explaining these important details, the respondents were able to understand the importance of their role in the completion of the research. The confidentiality of the participants was also ensured by not disclosing their names or personal information in the research. Only relevant details that would help in answering the research questions were included.

Field work and challenges

Primary data for the study was collected from the 19th to 29th July, 2011. Though a major challenge encountered during the data collection phase was some residents' unwillingness to respond to the study, majority gave their consent to participate.

Methods of data analysis

Data entering and analysis were done with the help of the Statistical Package for the Social Sciences (SPSS) version 17, now Statistical Product and Service Solutions. To adequately analyse the research questions, descriptive statistics such as frequencies, percentages and cross-tabulations were calculated. Test of association, relationships and independency among other variables were further done at a 95 percent confidence level with significant level of 5 percent ($\alpha=0.05\%$) through chi-square (χ^2) statistical test of independence. Figures such as bar and pie-charts were also used to show the distribution on variables analysed.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

Chapter Four presents the results of the data analysed as well as the discussion of the findings. In the discussion of the findings, attempts were made to give the possible implications of the findings, while the results were also compared to the pertinent theories and concepts discussed in the review of literature. The study examined the impact of tourism from the socio-cultural perspective in host communities with specific focus on Boabeng-Fiema in the Brong Ahafo region of Ghana. Specifically, the study examined the perception local people of Boabeng-Fiema hold on tourism, stimulate awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism, and recommend some measures that could be helpful to policymakers to promote as well as conserve the identity/values of rural communities in Ghana.

Socio-demographic characteristics of respondents

Under this section, the descriptive statistics of the sample is presented. In examining the demographic characteristics of respondents, the following demographic variables were analysed: sex; age; educational background; employment status, occupation, and marital status. In all, 206 respondents participated in the study. This was made up of 200 residents who responded to the questionnaire and six officials, two each from the Ministry of Tourism, Ghana Tourist Board, and Ghana Tourism Federation participated in the in-depth interview.

Of the 200 residents that responded to the study, 115(57.5%) were males, while 85(42.5%) were females. Thus, more than half of the residents who participated in the study were males. The age of respondents was also analysed. Descriptive statistics gathered shown the average age of respondents to be 32.4 years with the maximum and minimum ages being 18 years and 55 years respectively. To obtain detail result on the age distribution of respondents, the study further re-coded the age of respondents into five age groups as depicted in Table 1.

Table 1: Age distribution of respondents

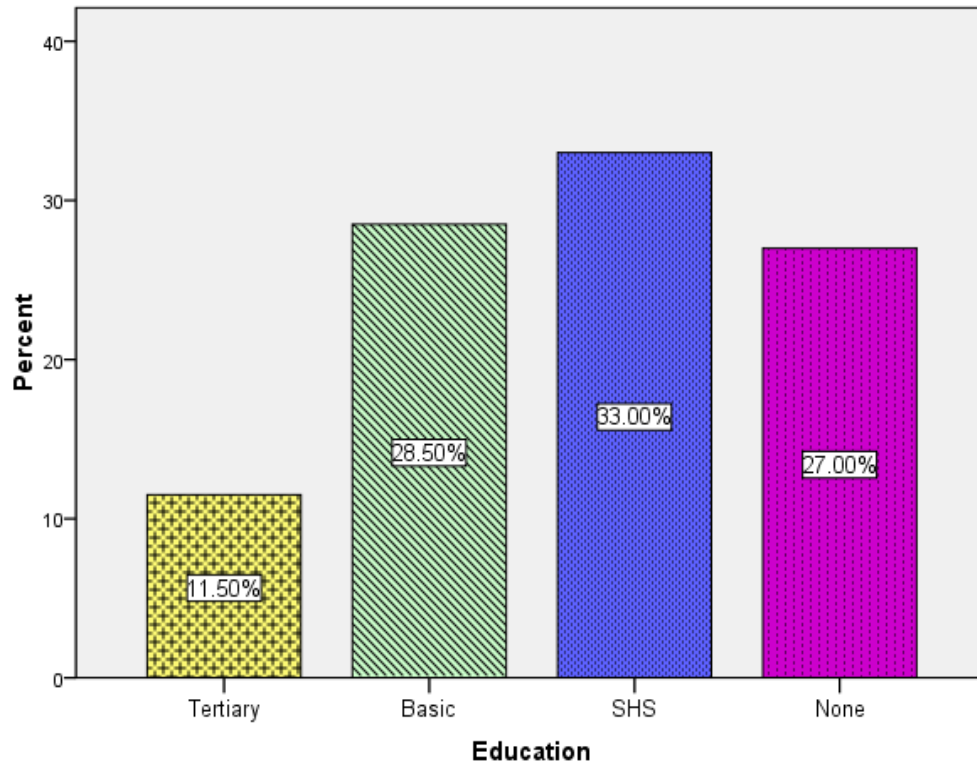
Age (years)	Frequency	Percent
Less than 20	26	13.0
20-29	40	20.0
30-39	69	34.5
40-49	39	19.5
50-59	26	13.0
Total	200	100.0

Source: Field data, 2011

It is deduced that majority of the respondents are youthful as shown in Table 1.

In determining the educational background of respondents, five educational qualification categories were used. These included Basic, Senior High School (SHS), Tertiary, None, and Other educational backgrounds. Of the 200 respondents, 57(28.5%) held Basic educational background, 66(33.0%) Senior High School and 23 (11.5%) holding tertiary educational backgrounds like diploma, degree and professional certificates. Also, 54(27.0%) had no formal education. Figure 1 further depicts the educational background distribution of the respondents.

Figure 1: Educational distribution of respondents



Source: Field data, 2011

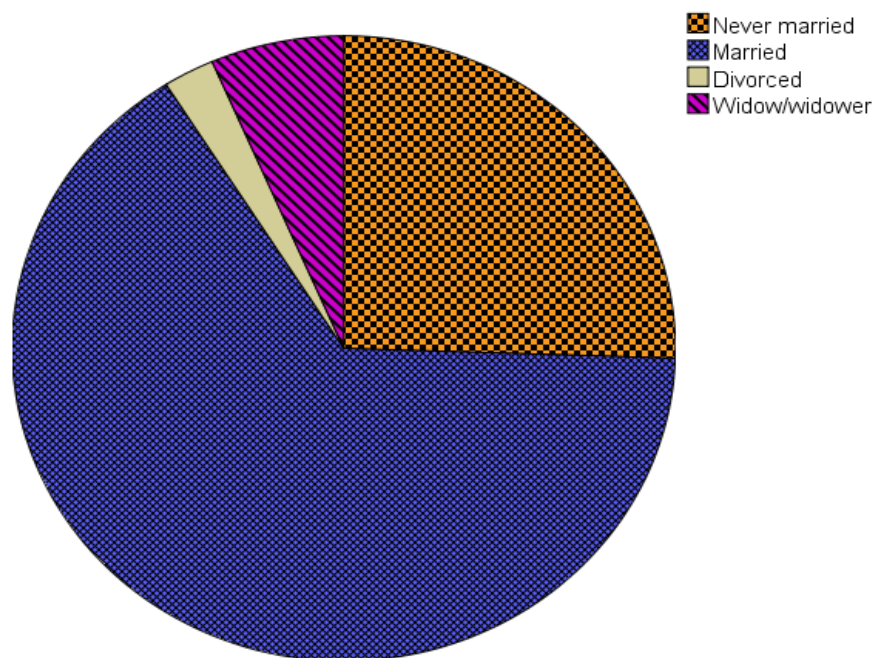
The descriptive statistics on the educational background of respondents shown that majority of the respondents have very low level of education. In Figure 1, it is observed that SHS was the most represented educational background. Basic and No educational backgrounds almost recorded the same proportion, while tertiary education was the least represented. The result obtained regarding the educational background of respondents was not surprising considering the fact that only three basic schools are located in the community.

Interestingly, of the 23 respondents who had tertiary educational background, none was a female. The proportion of males with SHS, the next highest educational background in this study significantly outnumbered that of the females. That is to say, though the general educational background of the respondents was low, the lowest educational background (Basic) and those

with no educational background were most represented by females. This is an indication that female enrollment in school in the community is low.

Though more than 50 percent (50%) of the respondents were employed, farming was the predominant occupation of the respondents. Other occupations found included petty trading, tailoring among others. Four categories were used to examine the marital status of the respondents. These included; never married, married, divorced, and widow/widower. Married was the most represented (65.5%), followed by never married (25.5%), while widow/widower (6.5%) and divorced (2.5%) were the least represented. Majority of the respondents were married considering the fact that the average age of respondents was 32.4 years which is common with the married populace. Figure 2 further depicts the marital distribution of the respondents. It was also observed that most of the married respondents were females.

Figure 2: Marital distribution of respondents



Source: Field data, 2011

Perception of local people of Boabeng – Fiema on tourism

Under this section, the perception the people of Boabeng-Fiema hold about tourism is assessed. Thus, specifically, research question one; what perception does the people of Boabeng-Fiema hold on tourism was assessed. As part of obtaining answers to the research question, respondents were asked if they like seeing tourists in the community. A significant proportion (82.4%) responded affirmatively and that more tourists should be encouraged to come to the community. To further explore respondents' perception, responses across demographic variables were also assessed using cross-tabulation and the chi-square test for independence. Table 2 shows the responses across the educational background of the respondents.

Table 2: Responses on respondents' likeness of seeing tourists in the community across educational background

	Response					
	Strongly Agree		Agree		Total	
Education background	f	%	f	%	f	%
None	26	27.7	28	26.4	54	27.0
Basic	12	12.8	11	10.4	23	11.5
SHS	29	30.9	37	34.9	66	33.0
Tertiary	12	12.8	11	10.4	23	11.5
Total	94	100.0	106	100.0	200	100.0

Source: Field data, 2011

Table 2 suggests that there is no relationship between the perception respondents hold about seeing tourists in the community and their educational backgrounds. The responses across the various educational backgrounds were almost the same. Further chi-square test confirmed the observation in Table 2 that there is no relationship ($\chi^2 = 20.527$, $p=0.913$) between the two variables. This implied that, the positive perception of respondents' likeness of seeing tourists in the community was not dependent on their educational backgrounds and that both the educated and less educated like seeing tourists in the community.

This result disputes Alhasanat (2010) findings on the socio-cultural impacts of tourism on the local community at Petra, Jordan that less educated people have a more positive perception of tourism than those who are highly educated. However, the female respondents seemed to have a more positive perception of seeing tourists and encouraging more tourists to come to the community. This result could be attributed to the fact that, more often, women are the more engaged in economic activities at the local level and that, they have assumed defining and controlling positions in relation to tourism development within their villages as observed by Hatton(1999).

Additionally, the study examined respondents' views on developing the community to attract more tourists. The findings obtained are shown in Table 3

Table 3: The community should be developed to attract more tourists

Responses	Frequency	Percent
Strongly Agree	109	54.5
Agree	87	43.5
Disagree	3	1.5

Strongly Disagree	1	0.5
Total	200	100.0

Source: Field data, 2011

The results as presented in Table 3 shown that almost all (98%) the respondents were of the view that the community should be developed to attract more tourists supporting Kim (2002) literature that the support of the residents is essential for the development, planning, successful operation and sustainability of tourism. It must be mentioned that this result was expected considering the fact that all the respondents held a positive perception of seeing and encouraging more tourists in the community. However, it was surprising to note that though all the respondents responded in the affirmative to seeing and encouraging more tourists in the community, four were not of the view that the community should be developed to attract more tourists.

Socio-cultural impacts of tourism on the local people of Boabeng-Fiema

This section aimed at obtaining answers to research question two; what impacts does tourism has on the socio-cultural setting of the residents of Boabeng-Fiema. To measure the socio-cultural impacts of tourism on the people of Boabeng-Fiema, respondents were asked to indicate the extent to which tourism affects their socio-cultural setting. Table 4 shows the responses.

Table 4: Socio-cultural impacts of tourism

Extent	Frequency	Percent
Very Large	90	45.0
Large	50	25.0

Some	30	15.0
Low	20	10.0
Very Low	10	5.0
Total	200	100.0

Source: Field data, 2011

The results show that majority (70%) of the respondents were of the view that tourism largely affects the socio-cultural setting of the local people of Boabeng-Fiema, while only 15% indicated otherwise. It must be mentioned that none of the respondents indicated that tourism has no impact on the socio-cultural setting of the people of Boabeng-Fiema. This implied that, once a community becomes a destination, the lives of residents in the community are affected by tourism as indicated by Kim (2002). Further analysis shows that, most of the respondents perceived the impacts of tourism on the socio-cultural setting of the people of Boabeng- Fiema as mixed (both positive and negative). Thus, regarding socio-cultural advantages and disadvantages of tourism, respondents agreed that the overall benefits of tourism far exceeded the costs. This supports the ideology of the Social Exchange Theory (SET), which suggests that residents are likely to support tourism as long as the perceived benefits exceed the perceived costs.

Attempts were made to specifically examine the areas in which tourism affects the socio-cultural setting of the people negatively or positively. In response, respondents were asked if local people tend to change their normal behaviour in order to please tourists. Table 5 shows the responses of the respondents.

Table 5: Local people change their normal behaviour to please tourists

Responses	Frequency	Percent
Strongly Agree	83	41.5
Agree	43	21.5
Disagree	29	14.5
Strongly disagree	45	22.5
Total	200	100.0

Source: Field data, 2011

It is observed in Table 5 that, more than half (63%) of the respondents have indicated and confirmed that local people tend to change their normal behaviour in order to please tourists. This confirms the demonstration effect of tourism on residents as they adopt tourists' behaviour as observed by Glenn (2001). The study further examined if the views of respondents differ across age groups, thus are the responses given in Table 5 dependent on the age of the respondents. Interestingly, of the 66 respondents aged less than 20 years, and between 20-29 years, 45(75%) indicated that local people tend to change their normal behaviour to please tourists, while all the 26 respondents between 50-59 years, refuted the idea that local people change their behaviour in order to please tourists. Thus, the young residents seemed to adopt the behaviour of tourist than the aged. This result gives the indication that, the youth are more likely to change their behaviour to please tourists as against the aged. This finding to some extent supports Hatton (1999) that some of the negative outcomes of tourism development for young people in village communities are the demonstration effect of the tourist's lifestyles on the aspirations of young people.

Mode of dressing could be influenced by several factors. The study examined if the local people dress code tend to follow that of tourists (adopting the dress code of tourists). Almost all (96.4%) of the respondents responded affirmatively. It was further observed that, though the dress code of local people especially the youth does follow that of the tourists, this cannot be attributed to the presence of tourists in the community, and that the dress code of local people is mainly due to modernization. Tourism has a minimal impact on the dress code of the local people of Boabeng-Fiema. An adaption of local food to suit tourists taste as a result of tourism was also examined as part of assessing the socio-cultural impacts of tourism on the people of Boabeng-Fiema. The findings gathered revealed that, generally, respondents agreed that tourism disrupt the recipe in the preparation of local food for local people. Of the 200 respondents, 60 percent agreed while 40 percent disagreed. Thus, though more than half of the respondents were of the view that tourism disrupt local food, the proportion who thought otherwise was quite high. This was further supported in the words of one of the Officials who responded to the interview as follow:

In order for the diets prepared by local people to meet the demand and taste of tourists, most local restaurants and other food joints divert from the real Africa diet to foreign diets "Continental dishes". Other local people tend to modify and polish the typical Africa dies to suit the taste of tourists.

The study also found out if tourism makes the local people of Boabeng-Fiema appreciate their way of life. Of the 200 respondents, 150(75%) responded in the affirmative, while 50(25%) responded otherwise. Additionally, 66.6 percent (66.6%) of the respondents were of the view that tourists' arrival in the community boots the preservation and transmission of local culture

and historical traditions, while 33.3 percent (33.3%) disagreed. This implied that tourism impacts positively in the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

Table 6 shows the descriptive statistics of the local people learning more about the culture of tourists through tourism.

Table 6: Tourism makes local people learn more about the culture of tourists

Responses	Frequency	Percent
Strongly Agree	88	44.0
Agree	17	8.5
Disagree	7	3.5
Strongly disagree	88	44.0
Total	200	100.0

Source: Field data, 2011

It is observed in Table 6 that, a balance response is obtained regarding tourism granting local people the opportunity to learn more about the culture of tourists. Thus, though the proportion (52.5%) of the respondents who agreed that tourism makes local people learn more about the culture of tourists is slightly over 50 percent; this did not overwhelmingly outnumber that of those who disagreed (47.5%). The deduction made therefore was that, though tourism makes local people learn more about the culture of tourists, tourists seemed to rather gained more from the local people.

To explore this further, the study found out if the views of the respondents were dependent on their educational backgrounds. In other words, are the high educated more likely to learn from tourist in the local community than the less educated. The findings gathered shown that of the 23 respondents with tertiary educational background, none disagreed that tourism makes local people learn from the culture of the tourists. Similar findings were also obtained for those with SHS qualification were more than 50 percent (60.6%) was observed. On the other hand, of the 54 respondents with no formal educational, 40(74.1%) disagreed that local people learn from the culture of the tourists, with similar responses from those with basic educational background. Further chi-square test shows that tourism presenting local people the opportunity to learn the culture of tourists was highly dependent on their educational background. The more educated were more likely to learn from the culture of the tourists than the less educated. The differences in local people ability to learn from the culture of tourists could be attributed to language barrier. Thus, the more educated can effectively communicate with tourists than the less educated.

Awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism

This section focused on research question three; what is the awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism on the local people of Boabeng-Fiema. In answering the question, respondents were asked how important it is, if periodically socio-cultural impacts of tourism on host communities are conducted. Table 7 shows the responses of the respondents.

Table 7: Importance of conducting socio-cultural impacts of tourism

Responses	Frequency	Percent
Very important	108	54.0
Important	76	38.0
Unimportant	16	8.0
Total	200	100.0

Source: Field data, 2011

The responses of Table 7 shows that a significant proportion(92%) of the responses were of the view that it is important to periodically conduct socio-cultural impacts of tourism on the local people. The study further examined the reasons behind the responses of respondents in Table 7. Thus conducting periodic assessment of the socio-cultural impacts of tourism is important to:

- Educate local people on effective ways of socialising with tourists
- Minimise conflicts between local people and tourists
- Preserve the cultural identity of local people likewise their ecosystem
- Inform policy makers and stakeholders within the tourism industry the challenges and prospect associated with passed tourism policies aimed at conserving and promoting the culture of host communities

This finding supports the idea of the Daye(1997) and, Brunt and Courtney(1999) that the ability to define and quantify the various socio- cultural impacts of tourism on the local communities helps to create effective strategies that avoid potential conflicts between guest and host.

During the interviews with the six officials of the tourism industry, it was further noted that, there is the need to periodically conduct socio-cultural impacts of industry say every five years, to create enough time frame for effective impact assessment. A period of five years was proposed based on the ideas that perception and behaviour rapidly change over time hence it would be waste of money and resources to annually conduct such assessments. One of the interviewees indicated:

“A time is coming when local people will no longer have any culture to attract tourists, if the culture of indigenous people is being commercialised for economic gains. Hence there is the need to periodically conduct socio-cultural impact of tourism to balance the effects on local people”

The study found out from respondents awareness of any government policy that aims at conserving local culture. Interestingly, the proportion which indicated to be unaware (95.5%) overwhelmingly outnumbered that of those aware (4.5%). Table 8 shows the responses across gender.

Table 8: Awareness on tourism policy aim at conserving local culture

		Are you aware?					
		No		Yes		Total	
Gender	f	%	f	%	f	%	
Male	110	95.6	5	4.3	115	100.0	
Female	81	95.3	4	4.7	85	100.0	
Total	191	95.5	9	4.5	200	100.0	

Source: Field data, 2011

Of the 115 males, 95.6 percent were among those unaware of any tourism related policy, while of the 81 females, 95.3 percent were also unaware of any policy of such. That is to say there is a balance responses regarding the awareness on tourism policy across gender, suggesting that both males and females respondents were unaware of such policy. Further chi-square result shows that there was a non-significant difference in awareness across gender and that local people awareness on tourism related policy was not dependents on gender and that both males and females are unaware of such policy. Awareness across educational background shows that respondents with higher level of educational seemed to be aware of the policies than those of lower educational background.

It is however interesting to note that, though a significant proportion of the respondents indicated to be unaware of tourism policy aimed at conserving local culture, majority still thought that it is vital to conduct socio-cultural impacts of tourism on host communities. This implied that, much educational awareness has not been created around host communities regarding tourism policies to preserve and promote the culture of host communities and that tourism administrator's has not involved local people in decision making regarding tourism planning and development.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The chapter presents a summary of the findings from the study as well as the conclusions, recommendations, and directions for future research. In other words, the chapter focuses on the implications of the findings from the study for policy making and future research.

Summary

The study examined the impact of tourism from the socio-cultural perspective in tourists host communities with specific focus on Boabeng-Fiema in the Brong Ahafo region of Ghana. Specifically, the study examined the perception local people of Boabeng-Fiema hold on tourism, stimulate awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism, and recommend some measures that could be helpful to policymakers to promote as well as conserve the identity/values of rural communities in Ghana.

The Social Exchange Theory (SET) was the theoretical framework under which the study was conducted. In all, 206 respondents participated in the study through structured questionnaires and in-depth interviews. Residents of Boabeng-Fiema responded to the structured questionnaire, while management from the Ministry of Tourism (MOT), Ghana Tourist Board (GTB), and the Ghana Tourism Federation (GHATOF) were purposively selected to participate in the interview.

The first objective of the study was to investigate the perception the people of Boabeng-Fiema hold on tourism of which the following key findings emerged:

1. The local people hold positive perception about tourism
2. The perception differ across demographic characteristics
3. The community should be developed to attract more tourists

The second objective examined the socio-cultural impacts of tourism on the people of Boabeng-Fiema. The following were the major findings:

1. Tourism largely affects the socio-cultural setting of the local people of Boabeng-Fiema
2. The socio-cultural impacts of tourism is mixed(both negative and positive) on the local community
3. The overall socio-cultural positive impacts of tourism far exceeded the costs

Objective three examined the awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism with the following key findings:

1. The general awareness on conducting periodic assessment of socio-cultural impacts of tourism on host communities was high among respondents
2. It is vital to conduct periodic assessment of socio-cultural impacts of tourism on host communities
3. Majority of the respondents did not know of any tourism related policy aimed at conserving and promoting local culture of host communities

Conclusions

The study concluded that the socio-cultural impacts of tourism on host communities are mixed, and that tourism largely affects the socio-cultural setting of local communities. Thus, the positive socio-cultural impacts of tourism far exceed its negative consequences and that local communities should be developed to attract more tourists.

Generally, there is the evidence that host communities hold positive perception about tourism and that long-term planning, entire community participation and environmental sustainability within tourism, are critical in the development of tourism in Ghana. Thus, there is the need to periodically assess the socio-cultural impacts of tourism on host communities to help preserve and sustain the identity/values of local people, while promoting tourism in rural communities.

Recommendations: Implications for policy making

Based on the conclusions and key findings from the study, the following recommendations are made:

- Stakeholders within the Ministry of Tourism, Ghana Tourism Board, and, Ghana Federation of Tourism should constantly sensitize host communities through workshops, fora, films, brochures, posters, and other tools that can be used to educate host communities on the socio-cultural impacts of tourism and the need be environmental conscious in their approach towards development.
- From a resource management point of view, social-cultural impacts of tourism should be considered throughout the planning process with the active involvement of host communities so that residents understand tourism and decision made towards tourism development at the national, regional, district and at the community levels.

- The planning and marketing of tourism should include efforts to manage the socio-cultural setting of the host population and not only primarily oriented towards the needs of the tourists
- A periodic assessment of the socio-cultural impacts of tourism should be an integral part of the planning process of tourism activities

Direction for future research

- A research on the relationship between conserving/preserving host communities' culture and identify, and the resulting economic gains from tourism should be conducted. This is to help test the hypothesis that:

There is a significant relationship between conserving local culture of host communities and revenue generated.

APPENDICES

APPENDIX A

THE IMPACTS OF TOURISM ON THE SOCIO-CULTURAL SETTING OF RURAL COMMUNITIES

INTERVIEW GUIDE

Introduction

The study seeks to examine the impacts of tourism from the socio-cultural perspective in tourism related communities with specific focus on Boabeng-Fiema in the Brong Ahafo region of Ghana. Specifically, the study examines the perception local people of Boabeng-Fiema hold on tourism, stimulate awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism, and recommend some measures that could be helpful to policymakers to promote as well as conserve the identity/values of rural communities in Ghana

You have been identified as one of the most trusted individuals whose role is directly related to the work of the tourism industry to respond to the issues to the best of your ability and that information provided will be treated with strict confidentiality.

Demography data

- a. Department.....
- b. Official position.....

Questions

1. How would you describe the impacts of tourism on the socio-cultural setting of rural communities in Ghana?
2. What is your view on the need to periodically conduct assessment of socio-cultural impacts of tourism on rural communities situated in tourism related areas?
3. How would you describe the effectiveness of tourism policies in Ghana to conserving local culture?
4. What challenges if any confront stakeholders in the tourism industry in drafting and implementing policies that seek to conserve and also promote local culture?
5. How can the values and identity of rural communities in tourism situated areas be promoted?
6. How can the values and identity of rural communities in tourism situated areas be conserved?

THANK YOU FOR YOUR TIME AND COOPERATION

APPENDIX B

THE IMPACTS OF TOURISM ON THE SOCIO-CULTURAL SETTING OF RURAL COMMUNITIES QUESTIONNAIRE

Dear respondent

This questionnaire examines the impact of tourism from the socio-cultural setting perspective in tourism related communities with specific focus on the Boabeng-Fieman in the Brong Ahafo region of Ghana. Specifically, the study seeks to examine the perception local people of Boabeng-Fiema hold on tourism, stimulate awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism, and recommend some measures that could be helpful to policymakers to promote as well as conserve the identity/values of rural communities in Ghana.

You have been identified as one of the most trusted residents in the Boabeng-Fiema community to respond to the issues to the best of your ability. All your responses would be treated as purely confidential. I shall therefore be grateful if you could spare some of your busy schedules to answer the questions.

Thank You in advance for responding to the study

Section A: Demographic characteristics

1. Age
(yrs).....
2. Marital status... a. Never married ☐ b. Married ☐ c. Divorced ☐
d. Widow/widower ☐
3. Educational background...a. None ☐ b. Basic ☐ c. SHS ☐ d. Tertiary ☐ e. Specify
if others.....
4. Employment status.. a. Employed ☐ b. Unemployed ☐
5. Occupation.....

Section B: Perception of local people on Tourism

6. Indicate your views on each of these statements on a four point scale about tourism where
4=Strongly Agree; 3= Agree; 2= Disagree; 1= strongly disagree.

Statements	1	2	3	4
i. I like seeing tourists in this area				
i. More tourists should be encouraged to come to this area				
ii. The community should be developed to attract more tourists				

Section C: Impacts of tourism on the culture of the local people

7. To what extent do you believe that tourism affects the socio –cultural setting of the people of

Boabeng-Fiema

- a. Very large extent [] b. Large extent [] c. Some extent [] d. Low extent []
e. Very low extent [] f. Not at all []

8. Kindly indicate the reason(s) behind the choice of your answer in question 7

.....

.....

.....

9. Indicate your views on each of these statement on a four point scale about tourism affecting the life style, values, norms and behaviour of the local people where 4=Strongly Agree; 3= Agree; 2= Disagree; 1= Strongly disagree.

Statements	1	2	3	4
i. Local people tend to change their normal behaviour in order to please tourists				
ii. Local people dress code tends to follow that of tourists making it difficult to distinguish a tourist from a local person				
iii. An increase in the number of tourists tends to encourage local people to copy the character and general behavior of tourists				
iv. Interactions with tourists lead to a deterioration of the local diet				

v. Traditional culture is being commercialised for the sake of tourism				
vi. Tourism makes local people appreciate their way of life				
vii. Tourism makes local people learn more about the culture of tourists				
viii. Tourists arrival in the community boots the preservation and transmission of local culture and historical traditions				

Section D: Awareness and understanding of conducting periodic assessment of socio-cultural impacts of tourism

10. How important if any to periodically conduct socio-cultural impacts of tourism on rural setting a. Very important [] b. Important [] c. Unimportant []

11. Kindly indicate the reason(s) behind your choice of answer from question 10

.....

.....

.....

12. Are you aware of any tourism related policy that aims at conserving local culture.

a. Yes [] b. No []

13. How would you describe the government involvement of local people in decision making regarding tourism planning and development

a. Very high [] b. High [] c. Averagely [] d. Low [] e. Very Low []

Section F: Suggestions for promoting and conserving the identity/values of the rural communities in Ghana.

14. Kindly indicate how the values and identity of rural communities in tourism situated areas can be promoted

.....

.....

.....

15. Kindly indicate how the values and identify of communities in tourism situated areas can be conserved

.....

.....

THANK YOU FOR YOUR TIME AND COOPERATION

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